

Update of Research Focus:  
PM External Research Program for 2003 cycle

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1/13/03

TKS, DRAFT: For discussion at SAC staff meeting

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**OBJECTIVE**

To review and update if necessary, the research focus for the 2003 cycle of Philip Morris External Research Program based on the recommendation(s) of WSA coordinators and area managers by February 2003

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### **Reason for doing this work**

Scientific discoveries made during the past few years and availability of several reports and publications on smoking and health as well as our better understanding of the subject of reduced harm render it necessary that we review the research focus of the program and make any update (if necessary) so that the research focus continues to best serve the program's stated purpose and support our pursuit of product modification(s) or new product design(s) that might reduce the health risk of smoking.

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### **Tactics and Milestones**

### **Target date**

- |  |                         |
|--|-------------------------|
| •Request for input from WSA coordinators and area managers                     | Jan. 10, 2003           |
| •Incorporate the inputs received into a draft recommendation to WSA management | Feb. 12, 2003           |
| •Present the recommendation at Rick's staff meeting                            | around<br>Feb. 19, 2003 |
| •Send any update to the research focus to RMG                                  | Feb. 28, 2003           |

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